

FAX# 703-516-9680  
CREDIT RISK !!  
HARRIS REPORT FROM REP OCT10/16 14.05  
\*\*CHANGES\*\* \*\*\* KPLC-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
BUYER NAME ANNE WINEHOLT \_\_\_\_\_

BUYER NAME	ANNE WINEHOLT
SALES PRSN	WA- MATTHEW WURM (H)

CLASS:	NATL.	LOCAL	REGIONAL
1	1	1	1
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100

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT10/16 14.05

POL 1949

Cast 10.18-10.24 Rev1

AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE# :	:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS :

AGENCY ADVERTISER CODE = 321	AGENCY EST# = 4008
AGENCY PRODUCT CODE = 378	

3	5	600P-630P	30	\$405.00	10/21	10/21	0	FRI	0
PROGRAM : 7 NWS 6P									
CON COM1 : 7 NWS 6P									

REP HEADLINE# 8411949  
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-528-9382 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT10/16 14.05  
\*\*\* KPLC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5	S		900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1 : TODAY SHW2-NBC	30		\$65.00	10/21	10/21	0		FRI	0
9	S		900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1 : TODAY SHW2-NBC	30		\$65.00	10/24	10/24	0		MON	0
20	S		900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1 : TODAY SHW2-NBC	30		\$65.00	10/18	10/18	0		TUE	0
24	S		600P-630P PROGRAM : 7 NWS 6P CON COM1 : 7 NWS 6P	30		\$405.00	10/19	10/19	0		WED	0
25	S		900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1 : TODAY SHW2-NBC	30		\$65.00	10/19	10/19	0		WED	0
26	A		500P-530P PROGRAM : 7NEWS AT 5P CON COM1 : 7NEWS AT 5P	30		\$600.00	10/18	10/21	1		TU-F	1
27	A		530A-700A PROGRAM : 7NEWS AT SUNRISE CON COM1 : 7NEWS AT SUNRISE	30		\$290.00	10/18	10/21	1		TU-F	1
28	A		1130A-1200N PROGRAM : KPLC NEWS MIDDAY CON COM1 : KPLC NEWS MIDDAY	30		\$35.00	10/18	10/21	4		TU-F	4
29	A		1000A-1100A PROGRAM : TODAY SHOW 3 CON COM1 : TODAY SHOW 3	30		\$40.00	10/18	10/21	1		TU-F	1

REP HEADLINE# 8411949  
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

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CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT10/16 14.05  
\*\*\*CHANGES\*\*\* \*\* KPLC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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OCT/16						\$3,535.00						
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CONTRACT TOTAL \$3,535.00  
TOTAL SPOTS 26

MARKET TOTALS \$4,474 KPLC 79% KVHP 21% CABL 0% NVHP 0%

ACCURATE SHARES

SVC- NONE  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



## CONTRACT



**KPLC-TV Lake Charles**  
**Send all correspondence to:**  
**320 Division Street**  
**Lake Charles, LA 70601**  
**(337) 439-9071**

www.kplctv.com

And:

**Mentzer Media Services**  
**210 W Pennsylvania Ave, Suite 250**  
**Towson, MD 21204**

<u>Contract / Revision</u> POL1949 / 1		<u>Alt Order #</u> 08411949
<u>Product</u> JUDGE MARILYN CASTLE		
<u>Contract Dates</u> 10/18/16 - 10/24/16		<u>Estimate #</u> 4008
<u>Advertiser</u> POL/Castle, Marilyn/Supreme Court Judge		<u>Original Date / Revision</u> 10/12/16 / 10/12/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KPLC	<u>Account Executive</u> Matthew Wurm	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Code</u> 1021	<u>Advertiser Code</u> 321	<u>Product 1/2</u> 378
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KPLC	10/21/16	10/21/16	NET Late Night	11:35 PM-12:35 AM		:30				NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	----1--				1	\$10.00				
2	KPLC	10/21/16	10/21/16	7News Early Sunrise	5:00 AM-5:30 AM		:30				NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	----1--				1	\$85.00				
N 3	KPLC	10/21/16	10/21/16	7News at Six	6:00 PM-6:30 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	----1--				1	\$405.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	KPLC	10/17/16-10/23/16	7News at Six	6:00 PM-6:30 PM	-----F----	:30		\$405.00		NM		
	See MG 9.2,9.3,9.4,9.5,9.6,9.7,9.8												
4	KPLC	10/21/16	10/21/16	Friday Prime Other	8:00 PM-10:00 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	----1--				1	\$500.00				
N 5	KPLC	10/21/16	10/21/16	Today Show II	9:00 AM-10:00 AM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	----1--				1	\$65.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	KPLC	10/17/16-10/23/16	Today Show II	9:00 AM-10:00 AM	-----F----	:30		\$65.00		NM		
	See MG 9.2,9.3,9.4,9.5,9.6,9.7,9.8												
6	KPLC	10/24/16	10/24/16	Today Show III	10:00 AM-11:00 AM		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	1-----				1	\$40.00				
7	KPLC	10/24/16	10/24/16	NET Late Night	11:35 PM-12:35 AM		:30				NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	1-----				1	\$10.00				
8	KPLC	10/24/16	10/24/16	7News Sunrise	5:30 AM-7:00 AM		:30				NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	1-----				1	\$165.00				
N 9	KPLC	10/24/16	10/24/16	Today Show II	9:00 AM-10:00 AM		:30				NM	7	\$945.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
POL1949 / 1	08411949

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/18/16 - 10/24/16	JUDGE MARILYN CAST	4008

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Castle, Marilyn/Supr	10/12/16 / 10/12/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	1-----				1	\$65.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	KPLC	10/24/16-10/30/16		Today Show II	9:00 AM-10:00 AM	M-----	:30		<del>\$65.00</del>		NM		
See MG 9.2,9.3,9.4,9.5,9.6,9.7,9.8													
2	KPLC	10/18/16-10/23/16		Live at Five	5-530pm	-TuWThF----	:30		\$600.00		NM		
(M) MG for 24.1,5.1,25.1,20.1,3.1,9.1													
3	KPLC	10/18/16-10/23/16		7News Sunrise	530-7am	-TuWThF----	:30		\$165.00		NM		
(M) MG for 24.1,5.1,25.1,20.1,3.1,9.1													
4	KPLC	10/18/16-10/23/16		KPLC MIDDAY	1130-1200n	-TuWThF----	:30		\$35.00		NM		
(M) MG for 24.1,5.1,25.1,20.1,3.1,9.1													
5	KPLC	10/19/16-10/19/16		KPLC MIDDAY	1130-1200n	---W-----	:30		\$35.00		NM		
(M) MG for 24.1,5.1,25.1,20.1,3.1,9.1													
6	KPLC	10/20/16-10/20/16		KPLC MIDDAY	1130-1200n	----Th-----	:30		\$35.00		NM		
(M) MG for 24.1,5.1,25.1,20.1,3.1,9.1													
7	KPLC	10/21/16-10/21/16		KPLC MIDDAY	1130-1200n	-----F-----	:30		\$35.00		NM		
(M) MG for 24.1,5.1,25.1,20.1,3.1,9.1													
8	KPLC	10/18/16-10/21/16		Today Show III	10-11am	-TuWThF----	:30		\$40.00		NM		
(M) MG for 24.1,5.1,25.1,20.1,3.1,9.1													
10	KPLC	10/20/16	10/20/16	Today Show III	10:00 AM-11:00 AM		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	---1---				1	\$40.00				
11	KPLC	10/20/16	10/20/16	NET Late Night	11:35 PM-12:35 AM		:30				NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	---1---				1	\$10.00				
12	KPLC	10/20/16	10/20/16	7News Early Sunrise	5:00 AM-5:30 AM		:30				NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	---1---				1	\$85.00				
13	KPLC	10/20/16	10/20/16	NBC Today Show	7:00 AM-9:00 AM		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	---1---				1	\$140.00				
14	KPLC	10/18/16	10/18/16	7News Nightcast	10:00 PM-10:35 PM		:30				NM	1	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-1-----				1	\$405.00				
15	KPLC	10/18/16	10/18/16	Today Show III	10:00 AM-11:00 AM		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-1-----				1	\$40.00				
16	KPLC	10/18/16	10/18/16	NET Late Night	11:35 PM-12:35 AM		:30				NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-1-----				1	\$10.00				
17	KPLC	10/18/16	10/18/16	7News Early Sunrise	5:00 AM-5:30 AM		:30				NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-1-----				1	\$85.00				
18	KPLC	10/18/16	10/18/16	Tuesday Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-1-----				1	\$550.00				
19	KPLC	10/18/16	10/18/16	NBC Today Show	7:00 AM-9:00 AM		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-1-----				1	\$140.00				

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<u>Contract / Revision</u>	<u>Alt Order #</u>
POL1949 / 1	08411949

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/18/16 - 10/24/16	JUDGE MARILYN CAST	4008

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Castle, Marilyn/Supr	10/12/16 / 10/12/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 20	KPLC	10/18/16	10/18/16	Today Show II	9:00 AM-10:00 AM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	-1-----	1			\$65.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	KPLC	10/17/16-10/23/16	Today Show II	9:00 AM-10:00 AM	Tu-----	:30		\$65.00		NM		
			See MG 9.2,9.3,9.4,9.5,9.6,9.7,9.8										
21	KPLC	10/19/16	10/19/16	NET Late Night	11:35 PM-12:35 AM		:30				NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	--1----	1			\$10.00					
22	KPLC	10/19/16	10/19/16	Last Call With Carson Daily	12:35 AM-1:05 AM		:30				NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	--1----	1			\$5.00					
23	KPLC	10/19/16	10/19/16	7News Early Sunrise	5:00 AM-5:30 AM		:30				NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	--1----	1			\$85.00					
N 24	KPLC	10/19/16	10/19/16	7News at Six	6:00 PM-6:30 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	--1----	1			\$405.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	KPLC	10/17/16-10/23/16	7News at Six	6:00 PM-6:30 PM	---W-----	:30		\$405.00		NM		
			See MG 9.2,9.3,9.4,9.5,9.6,9.7,9.8										
N 25	KPLC	10/19/16	10/19/16	Today Show II	9:00 AM-10:00 AM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	--1----	1			\$65.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	KPLC	10/17/16-10/23/16	Today Show II	9:00 AM-10:00 AM	---W-----	:30		\$65.00		NM		
			See MG 9.2,9.3,9.4,9.5,9.6,9.7,9.8										
<b>Totals</b>								0.00				26	\$3,360.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/24/16	26	\$3,360.00	(\$504.00)	\$2,856.00
<b>Totals</b>	26	\$3,360.00	(\$504.00)	\$2,856.00

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.